

Patrick J. Lavelle

30 Abinger Crescent
Islinton, Ontario
M9B 2Y5
Telephone 416-231-4995

Education

degree

- B.A., Business Administration,
University of Western Ontario, London,
1960.

Experience

1970 to present

- Ontario Division Sales Manager, 1971,
- Western Division Sales Manager, 1970,
- Product Manager, Soft Drink Containers, 1970,
Consumers Glass Company Ltd., Toronto.

1968 - 1970

- Senior Account Executive,
Public and Industrial Relations Ltd.,
Toronto.

1967

- Executive Assistant to the Government
Leader of the Senate,
Government of Canada, Ottawa.

1963 - 1966

- Executive Assistant to the Hon. Allan J.
MacEachen,
Government of Canada, Ottawa.

1963

- Director of Public Relations,
Liberal Party of Canada, Ottawa.

1962

- Account Executive, Public Relations,
McLaren Advertising, Toronto.

1961 - 1962

- Night Editor,
United Press International, Toronto.

1960 - 1961

- Reporter,
Kingston Whig Standard, Kingston.

Achievements

Ontario Division
Sales Manager,
Consumers Glass

- Plan, organize and direct the sales activity
for a division of a glass container company
with annual sales of \$70 million.
- Ontario Division has 60% of this volume.
- Co-ordinate sales distribution function by
establishing sales territories, quotas and
objectives.
- Analyzes market to determine customer needs,
potential volume, price schedules and com-
petitive operations and develops sales cam-
paigns to meet company goals.

achievements (continued)

Director
Public Affairs

- Analyzes records and statistical information to develop and present sales forecasts, schedules of costs and operating budgets.
- Select, train and motivate sales representatives.
- Conduct sales strategy and product knowledge seminars.
- Organized and carried out programs of information designed to influence the public favourably toward the employee or organization.
- Prepared or appraised and revised material submitted by writers, photographers and others.
- Organized and hosted special events and social functions to promote favourable publicity.
- Wrote speeches, prepared constituency affairs releases and suggested policies for achieving goals.
- Assessed facts and opinions concerning fund-raising potential. Prepared plans, operating schedules and quotas for volunteer assistants and proposed strategies to reach objectives.

Personal

- Born 1940, 5'10", 165 lbs.
- Married, two children.
- Excellent health.

interests

- Tennis, reading.

availability

- 30 days.